STELLA MORETTI
DATA SCIENTIST

CONTACT

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SKILLS

PROGRAMMING LANGUAGES: Python, SQL
MACHINE LEARNING ALGORITHMS: Linear regression, logistic regression, decision tree classification, random forest classification, gradient boosted models, clustering
PYTHON LIBRARIES: NumPy, Pandas, scikit-learn, Beautiful Soup, Scrapy, NLTK, Gensim word2vec, SciPy, StatsModels, Flask
DATA VISUALIZATION: matplotlib, Seaborn, D3.js
DATABASES: NoSQL, PostgreSQL
PLATFORMS: Amazon Web Services, Git, GitHub

DATA SCIENCE PROJECTS

Predicting the Rental Income of an Airbnb Home

- Developed an interactive web application to enable Airbnb hosts to estimate the expected income from their listing.
- Used a combination of regression algorithms to estimate revenue based on dynamic pricing and predicted occupancy.

Modelling the Language of TED Talks

- Extracted key topics from 2,500 TED talk transcripts using natural language processing techniques.
- Modelled the semantic trajectory of selected words over time by creating vector representations of TED speakers' vocabulary using Gensim word2vec.
- Deconstructed the underlying structure of popular TED talks by conducting time-based sentiment analyses.

Predictive Commerce with Instacart

- Predicted repeat purchases of grocery items with 85% accuracy by training a scikit-learn random forest classifier on Instacart customers' shopping history.

The Forkcast

- Predicted album review scores published on the popular music website, Pitchfork, by training a linear regression model on data scraped using Beautiful Soup, Scrapy and the Spotify Web API.

EDUCATION

Metis, New York
Data Science Bootcamp 2017
Metis is an accredited, immersive data science program with a 12-week curriculum covering statistics, machine learning, and data visualization.

The University of Melbourne, Australia
B.Eng. Chemical Engineering 2007
B.S. Chemistry 2007

EMPLOYMENT

Freelance
Data Analyst · Jan 2017 to Present

Google Analytics certified analyst supporting the e-commerce business of a leading distributor of high-quality gift and toy products.

- Analyzed digital platform metrics and provided detailed recommendations for improving customer acquisition and engagement.
- Developed insightful automated dashboards, reports and data visualisations to monitor and understand KPIs.
- Collaborated with external developers to optimise website design, SEO and usability, which resulted in 15% revenue growth and 30% conversion rate growth.
- Devised and implemented a digital marketing strategy to increase traffic and drive sales using Facebook Advertising and Google AdWords.
- Tracked and evaluated campaign performance to maximise digital marketing ROI.

ExxonMobil
Project Engineer (Safety, Health & Environment) · 2014 to 2016

Led the data collection, analysis and reporting activities prescribed by a multi-billion dollar financing agreement for the Papua New Guinea Liquefied Natural Gas Project.

- Established a process for acquiring safety, health and environmental data from internal functional groups and third-party contractors.
- Analyzed data and built visualizations to illustrate the project's performance against defined KPIs.
- Identified data collection gaps and collaborated with project functions to address compliance issues.

Operations Technical Surveillance Engineer · 2012 to 2014

Principal process engineer for five offshore production facilities that are major suppliers to Australia's natural gas market.

- Conducted surveillance of real-time operational metrics to optimize gas production and quickly troubleshoot problems.
- Analyzed and modelled long-term operational data to identify, prioritize and execute 20+ technical process improvements that resulted in increased production, minimized downtime and reduced safety risks.
- Led a multi-disciplinary project team to develop a strategy for monitoring and managing risks related to facility erosion, resulting in a 40% increase in gas production on one facility.
- Prepared technical evaluations, cost estimates, project economics, risk assessments and execution planning documentation for capital and expense projects.
- Completed change management documentation for facility modifications, including updates to technical drawings, procedures and process models.
- Coordinated the 2013-14 ExxonMobil Summer Intern Program - awarded *Australia's #1 Intern Program 2013 by the Australian Association of Graduate Employers.*

Project Engineer (Environment and Regulatory) · 2008 to 2012

Primary advisor for 20+ oil and gas production facilities, driving process improvements to reduce environmental impact.

- Monitored air and water emissions data to ensure operational compliance with environmental regulations.
- Conducted spill trajectory modelling to assess and predict the environmental impact of oil spills.
- Evaluated environmental performance indicators to identify opportunities to improve resource efficiency.